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Marshall University welcomes head football coach Doc Holliday, who hopes to elevate the Thundering Herd to national prominence. Photography by Reece Booth.
A recent economic impact study commissioned by the West Virginia Higher Education Policy Commission makes a compelling argument for unleashing and capitalizing on the economic power of public higher education locally, regionally and nationally. This study presents a convincing case for public higher education as a major economic multiplier. In other words, rather than representing just a cost to state taxpayers, public universities and colleges actually return many times more to state coffers than the amount of public funding invested. This multiplier effect of public higher education has been essentially ignored over the last three decades, as states have continued to shift the cost of a college education at public institutions to students and their families.

According to this study, Marshall University returned to West Virginia and the TriState Region more than $20 for every $1 West Virginia taxpayers invested in our university through state appropriations. No other public sector entity comes close to yielding a return on investment of this magnitude.

The total annual economic impact of Marshall University to the local, state and regional economy in 2008 was more than $1.5 billion. This figure doesn’t even take into account the value created by public higher education with regard to growing our college-educated workforce.

Interestingly, the economic impact of Marshall University tripled between 2005 and 2008—an extraordinary accomplishment fueled by legislation passed in 2005 that gave the boards of governors of Marshall University and West Virginia University the authority to govern their respective institutions with unprecedented flexibility.

Coincident with my first five years as Marshall’s president, this experiment with public university governance has provided the depth and perspective we need to assess the effectiveness of a decentralized governance model for the state’s two research universities.

Simply stated, it has been a resounding success. The results provide definitive proof.

Marshall University is stronger and more vibrant today than it was in 2005. We expect record freshman enrollment this fall. Overall student enrollment will soon exceed record levels, propelling us toward our goal of increasing undergraduate enrollment by 50 percent. Non-resident enrollment has nearly doubled and full-time freshmen enrollment has increased by nearly one-and-a-half times.

We are adding important new, high-demand professional degree programs like Physical Therapy, Public Health and Health Informatics to meet societal and employer needs. Undergraduate majors like Forensic Science and Computational Science also are being added to our curriculum portfolio, while low-demand majors and programs are being phased out.

Over the last five years, more than $190 million in new capital projects, more than half of which have been funded privately, and 12 new facilities have been completed at Marshall. In addition, more than $35 million in major building renovation and deferred maintenance projects have been completed or are under way. Research grant funding has doubled—far surpassing record levels—and now exceeds $50 million annually. Marshall’s Honors College has been established and a new core General Education Program is being implemented this fall.

Our progress is the result of our entire team setting very high expectations and working hard to meet and exceed them. The evidence is clear: setting priorities and planning matters; leadership matters; teamwork matters; and, relationships matter. All serve as the foundational keystones for the successes we have achieved.

Looking ahead, we must recognize the economic power of locally governed institutions of public higher learning. When liberated to serve our mission—the public interest nationally and internationally—universities like Marshall possess an extraordinary capacity to operate as economic enterprises that multiply many-fold the investment by taxpayers. We must value the direct economic impact our public colleges and universities contribute, especially when this enterprise operates globally, serving mobile students from across the world. And, we must acknowledge and value the tremendous long-term impact that college graduates from our public universities have on creating economic opportunity, enhancing our global competitiveness, improving our social institutions and advancing our quality of life.

This awareness must be translated into more enlightened public higher education policy initiatives that focus on advancing a framework conducive to greater global competitiveness, productivity and accountability. This line of thinking is essential if our state and our nation are to experience a resurgence of opportunity and a renewal of the American Dream.

I’m very proud of Marshall’s leadership in this regard, and, as we look to the next five years and beyond, I am confident this wonderful institution will remain one of our greatest public investment success stories.
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This is my home.

It’s here that I was born and learned to play the sport I love. Proud to now be a new son of Marshall, it’s the loyalty I feel for this, my home community, that drives me to work harder than ever to deliver a level of service that the Herd faithful of this region deserve. - Doc Holliday

At The First State Bank, for more than 105 years, we too have worked hard to deliver the service our customers deserve. Believing in loyalty, community and supporting our own, we’re here... stronger than ever and ready to make the vision for your financial future... reality.
A photo accompanying the article published in our Spring 2010 edition entitled “Dreamers” incorrectly identified Michael Paxton. We included a photo of the wrong Michael Paxton, and we apologize to this distinguished Marshall alumnus for our mistake. Please see the correct photo of Michael Paxton (right).

Born in Huntington, Michael Paxton graduated from Marshall with a Bachelor of Fine Arts. He had a one-person show at the N.A.M.E. Gallery in Chicago and was a visiting artist at the world-renowned Art Institute of Chicago. Paxton has maintained a studio in Chicago with his wife, Jeanne Nemcek, and his work has been featured in many one-person and invitational group exhibitions around the country.

For more information, visit his website at www.michael-paxton.com.

Michael K. Paxton (BFA ‘75)
It was a sight – no, make that a night – to behold in Huntington. It was April 23, 2010, and Marshall’s Recreation Center was decked out in its green and white best. Some 1,200 people sat at tables that covered four basketball courts, all of them there to see a Mt. Rushmore-like collection of Marshall football legends: John Wade, Randy Moss, Chad Pennington and Byron Leftwich.

Out in the crowd, Marshall’s new football coach was hoping to join the foursome before the banquet began. Doc Holliday wanted to talk to the players, thank them for coming and soak in a little Herd history, face to face.

Doc Holliday gets it.
He proved that quickly when he reached out to some of the Herd’s football bluebloods when he first got the job at Marshall. Prior to that, his only real experience with Pennington, Moss and Wade was when he and the Mountaineer coaching staff were trying to beat them in a thrilling resumption to the WVU-Marshall series in 1997. As for Leftwich, he’d seen him on TV and that was about it. But Holliday wanted to make sure his Thundering Herd players understood the footsteps they had followed to Marshall.

His quarterbacks got a little feel for that when the Herd’s two NFL signal callers made an unscheduled stop inside the quarterback meeting room during their weekend in Huntington.

“Chad Pennington and Byron Leftwich sitting in that quarterback meeting with those young quarterbacks, that’s impressive,” Holliday said. “A.J. Graham and those guys look up and say ‘wow!’ There’s great tradition here, but these guys have to learn how to win. Every time Chad and Randy and Byron and all those guys walked out on the field they knew they were going to win.”

But instead of just talking about the glory days, reliving MAC Championships and bowl game wins, Pennington and Leftwich decided to show the younger generation what film work means.

“Chad and Byron, those are Class A guys,” freshman quarterback Graham said. “They came into the meeting room with us and watched the previous practice that we had. We were doing 7-on-7 drills, and they were just going through the reads with us and telling us what they’d do in a certain situation. It was just great to have them around.”

Former WVU assistant coach Doc Holliday has the name and pedigree to take Thundering Herd football to new heights. The no-nonsense coach is gunning for glory in Conference USA.
As the dog days of August grew hotter and hotter, so did the quarterback controversy facing Holliday and position coach Petersen. By mid-August, the two coaches had made their final decision and named the veteran Anderson (top right) their starting play caller and true freshman Eddie Sullivan (not pictured) the backup. Waiting in the wings is the elusive and talented Graham (top left).
But Pennington won’t be on the sidelines calling in plays, Moss isn’t lining up out wide and Leftwich won’t be firing bombs downfield when the Herd suits up and does battle this season. In other words, this team will have to find its own laurels to rest on. That’ll require a newfound mix of chemistry, and chemistry has been an experiment gone wrong in this program the past five years.

“They talked about family and how teammates have to stick together all the time,” senior linebacker Kellen Harris said about the Herd Hall of Famers. “That’s something we were missing before the last couple of years. This team, we’re so much more together and it’s been a pleasure to work with the people next to me. We’re trying now just to not let each other down.”

Maybe with the mixture of one part bowl win last year and one part new coach, calibrated with a re-energized fan base, Marshall can find that chemistry and become relevant in the college football world again. If it happens, it won’t be by accident. Coach Holliday instructed strength and conditioning Coach Frank Piraino to ride “herd” on his players all summer long.

“The most invested and most prepared team always wins,” Holliday said. “I told Frank, ‘Whatever you did at [University of] Florida over those five years, make sure it’s harder this summer.’”

There’s a reason for Holliday’s laser focus. Marshall’s first seven opponents of the 2010 season all played in bowl games last year. The first two, Ohio State and West Virginia, finished in the Top 25. To add more of a sense of urgency, the staff is installing a new spread offense, designed for quick strikes and predicated on getting the ball in the playmakers’ hands more often.

“The more plays you get, the more opportunities you have to score,” senior quarterback Brian Anderson said. “They’re teaching it to us very well; we’re learning the offense great.”

Coaches Bill Legg and Tony Petersen have had success with the system at schools like Purdue and Minnesota. It provides a stress test for defenses, which must account for every portion of the field on every down. That made for a very interesting quarterback battle. As the dog days of August grew hotter and hotter, so did the quarterback controversy facing Holliday and position coach Petersen. By mid-August, the two coaches had made their final decision and named the veteran Anderson their starting play caller and true freshman Eddie Sullivan the backup. Waiting in the wings is the elusive and talented Graham. Those who watched much of the summer scrimmages were quite impressed with Sullivan, noting that he has a rocket for an arm, good mobility and great poise for an
18-year-old. The Herd Faithful are convinced they’ve found Marshall’s next great quarterback in Sullivan.

The defense will be led by All-Conference USA linebacker Mario Harvey. Getting used to defending the spread in practice will serve him well for what he’ll see just about every Saturday in Conference USA.

“In our division, it’s like basketball on grass,” Harvey said. “It’s a lot of passing, a lot of screens.”

“There will be plenty of “new” to this upcoming season. In one regard, the Herd’s going back in time, though. The green helmets will be stowed away this fall. The white helmets with the green “M” will be back. Those are the same helmets that John Wade, Randy Moss, Chad Pennington and Byron Leftwich wore during Marshall’s glory years. If the ovations at Edwards Stadium match the ones at the Hall of Fame banquet in April, Marshall football stands ready to make noise again.”

“The most invested and most prepared team always wins.”

-Doc Holliday

Keith Morehouse is the sports director for WSAZ NewsChannel 3 in Huntington, W.Va.
Marshall recently signed a new 11-year agreement that includes more than $3 million in upgrades to the university’s scoreboards and sound systems.

Andy Moss once hurled a football over the top of it after a record-breaking touchdown catch. A giant likeness of Ronald McDonald used to peer over it, seemingly interested in the goings-on at the stadium.

The scoreboard in the south end zone at Edwards Stadium has lived a busy life. Since the stadium opened in 1991, the points have turned over on that board like one of those old pinball machines. If you were counting, Marshall rang up 5,123 points in 139 games over 19 seasons. That’s an average of almost 37 points a game. But time and technology have rendered it nearly obsolete. The replacements are coming.

Marshall and ISP, the school’s marketing rights-holder, signed a new 11-year agreement earlier this year. The deal includes more than $3 million in upgrades to the scoreboards and sound systems at Edwards Stadium and the Henderson Center.

“I believe your facilities have to look good,” Marshall Director of Athletics Mike Hamrick said. “You’re either going to be big time or you’re not going to be big time. The perception of your program is based sometimes upon the appearance of your facilities.”

The upgrade will include fascia displays, which are the ribbon-like advertising and message displays you see at stadiums. There will also be vinyl wraps around the two venues which will reinforce the Marshall brand around campus.

Hamrick said the improvements will enhance the game-day experience.

“You do want your fans to come back,” Hamrick said. “The entertainment dollar is tough to get out there and when you get it, you better do things to keep it. That’s what we’re trying to do.”

Keith Morehouse is the sports director for WSAZ NewsChannel 3 in Huntington, W.Va.
Celebrating 5 years with Marshall University’s President Stephen J. Kopp

Marshall President Stephen J. Kopp recently observed his fifth anniversary at Marshall University. His first five years have been marked by more than $190 million in new capital projects; the founding of Marshall’s Honors College; construction or completion of 12 new facilities; the doubling of research grant funding; significant increases in non-resident student enrollment and full-time freshman enrollment; 10 new, high-demand degree majors; and the implementation of a new core general education program. Congratulations, Dr. Kopp!

Photos by Rick Haye, Rick Lee & Dave Wellman

Kopp’s appointment as president of Marshall University was announced June 8, 2005, by Board of Governors members Menis Ketchum (left) and A. Michael Perry, who presented him with the traditional green jacket. (Below) As part of his commitment to student success, Kopp has supported activities that encourage student community development, such as the freshman convocation.
Pullman Square in Huntington opened in August 2004, then added a shuttle service from the Huntington campus in 2005. Above, Student Body President Michael Misiti (left) joins Kopp on a ride on one of the first shuttle trips.

Kopp’s wife, Jane (left), also quickly became a part of the Huntington community. She is shown participating in a toy drive during Christmas 2005.


Kopp’s official inauguration took place in the spring of 2006. Here, Gov. Joe Manchin III congratulates him as Mrs. Kopp looks on.
Constitution Week has become an annual event that includes a quoits tournament and a birthday cake for John Marshall.

Kopp instituted a strategic planning process for Marshall soon after his arrival in 2005, giving university faculty, students and staff, as well as other stakeholders, the opportunity to provide their ideas.

As president of Marshall, Kopp occasionally steps outside his regular duties, as he did in 2008 when reading to elementary school children and when throwing out the first pitch at a Cincinnati Reds game (opposite page, top).
Kopp assisted the Huntington downtown cleanup in preparation for the premiere of “We Are Marshall” in December 2006.

Kopp with McG, director of “We Are Marshall,” while the picture was being filmed on the Huntington campus in April 2006.
The Memorial Fountain on the Huntington campus was rededicated April 9, 2008, following extensive renovations. Below: Also participating were (from left) the Rev. Jerry Losh, Baptist Campus Ministries; Mark Cutlip, Marshall Physical Plant; Michele Prestera Craig, representing family members; West Virginia Gov. Joe Manchin III; and Marshall student Blake Racer. Student Body President Dominique Elmore is not pictured.

(Above) Softball team members presented Kopp with a framed jersey at the opening of Dot Hicks Field in 2008. (Below) Kopp presented Joan and Arthur Weisberg with their plaque on the university’s Pathway of Prominence for donors when the Arthur Weisberg Family Engineering Laboratories opened later that same year. Both projects benefited from the Marshall University Foundation’s Bridge Campaign.
Marshall dedicated the First Year Residence Halls just prior to the fall semester of 2008. With room for virtually all of the university’s freshman class, the two buildings also include classrooms, lounge areas and theater-style multimedia rooms, and are located conveniently near the Marshall Recreation Center, shown middle, left. Bottom, left: the Marshall community gets its first look at the recreation center in February 2009.
The Marshall University Foundation Hall, Home of the Erickson Alumni Center, opened in February 2010. Other facilities that have opened since 2005 include the Robert C. Byrd Biotechnology Science Center, the Edwards Comprehensive Cancer Center and new wings of the Mid-Ohio Valley Center in Point Pleasant, W.Va., and the Forensic Science Center in Huntington.


Gov. Joe Manchin III (left) greets Sen. Robert C. Byrd at the dedication of the Robert C. Byrd Biotechnology Science Center in 2006. Looking on are Dr. Charles McKown, Marshall dean of health sciences (second from left) and President Kopp (right).

Marshall University reinstated a December recognition for graduates, beginning with a convocation in 2008 and a full commencement in 2009.
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MAKING A DIFFERENCE!
Marshall University Dining Services is expanding and updating its menus to encourage healthier food choices and satisfy the wide range of students’ dietary needs.

What would you serve if you had to feed 4,000 teenagers and young adults three meals a day, every day? How do you offer food the students like while also making sure it is healthy? That’s the conundrum Cheryl King and her Sodexo Inc. food service staff at Marshall University have faced nearly every day since 1988. King, who has been with Sodexo for almost 25 years, and her executive chef John Palowitch, a graduate of the Culinary Institute of America, both say it’s a matter of balance.

Sodexo, a national food service company that serves hospitals, military bases, conference centers and universities across the country, provides all the food served on Marshall’s Huntington campus – in the Harless and Twin Towers residential dining halls, in the Memorial Student Center’s retail food court and in satellite centers such as the Drinko Coffee Shop, the Café a la Cart on the ground floor of Smith Hall, a juice bar at the Recreation Center, a small MU Campus Express in Holderby Hall and the recently opened Starbucks. The staff of nearly 100 people also prepares and serves food for all catered functions held on campus or staged off-campus by Marshall. 2009 marked the first year of Sodexo’s current 10-year contract with the university.

According to King, the university’s contract with Sodexo includes guidelines to ensure the menus are well balanced. Additionally, Sodexo is firmly committed to providing nutritionally balanced menus and provides a nutritional calculator on the MU Dining Services website, http://www.marshalldining.com, so students can make healthy food choices. The weekly menus and recipes for each dish come from Sodexo’s corporate dietitians. The Marshall staff then tweaks the suggested menus to suit regional tastes, says King, because, for example, many students here wouldn’t enjoy the Cajun dishes popular in Louisiana.
Choosing dishes students want and that are good for them is important since all freshmen eat most, if not all, of their meals at one of the residential dining halls under the required unlimited meal plan. Upperclassmen who live on campus may choose fewer meals but still must buy some type of plan, as Marshall’s dorms do not have cooking facilities. Therefore, the website lists the menu of the week so students can plan their meals before they arrive. The menu of the day is also posted near the entrance so students can make their choices before entering the dining facility.

Sodexo offers vegetarian and vegan selections as well as a wide variety of items on the salad bar. There’s an international station, too. So with all of these healthy choices, why do college students typically add an inch to their waistlines by the time they become sophomores?

Perhaps it’s because they are away from watchful parental eyes and feel they can finally make their own decisions. But perhaps it’s also because, along with the healthy items, pizzas, burgers and fries are available in the dining halls all the time. Additionally, Chick-Fil-A and Pizza Hut have contracted spaces in the Food Court at the student center. King says that some students do make healthy choices while others grab a burger or slice of pizza.

“The hope would be that the students would balance their meals daily,” she says.

But do they? Some admit they go for the burgers as a matter of convenience or preference, while others say it’s their best option if the selections on the entrée line don’t look tasty. One dietetics major recommended making the junk food less available, but Palowitch says if they removed the “bad stuff,” they’d be hung.

“We have student review boards and such, and if we
“The hope would be that the students would balance their meals daily.”

-Cheryl King, Sodexo general manager

pulled chocolate milk, ice cream, burgers and pizza...we’d be run out of town.”

So what to do? Some resident advisors in the dorms provide programs about nutrition for the students that encourage making healthier food choices, and the push toward healthy eating seems to have made some inroads. Sodexo surveys students twice yearly and tries to incorporate menu changes based on the survey results. According to one member of a recent review team, requests for more vegetables got results, although King says they were adding them anyway.

Palowitch admits that the ABC show Jamie Oliver’s Food Revolution has opened the door to incorporating additional dietary changes. The Marshall University Dining Services and Sodexo staff now offers smoothies, fresh omelets and hard-boiled eggs, and next fall they may introduce Egg Beaters as another healthy option. At the campus daycare center, children are being served fresh salads or carrot sticks instead of highly sweetened Jell-O or applesauce. The fall semester also may see the introduction of Sodexo’s Balanced Way

Marshall’s dining halls offer a variety of choices. Although unhealthy foods like pizza and french fries are almost always available, so are healthier options like grilled chicken and vegetables.

Sodexo surveys students twice a year and tries to incorporate menu changes based on the survey results. Sodexo now offers vegetarian and vegan selections as well as a wide variety of items on the salad bar.
Carter Seaton is a freelance writer living in Huntington. Her article on West Virginia’s back-to-the-land artisans won a Denny C. Plattner award in 2007. Her debut novel, Father’s Troubles, was published in 2003, and she is currently completing a second.
If you watched the April 11 episode of *Jamie Oliver’s Food Revolution*, you saw a flash mob perhaps without knowing what that is. A flash mob is a large group of people who assemble suddenly in a public place, perform an unusual and pointless act for a brief time then quickly disperse. Oliver’s flash mob around the Memorial Fountain at Marshall University last November had a point, however. He was hoping to create awareness for healthy cooking. And it didn’t happen spontaneously, either. It took weeks of planning, preparation and practice.

When Oliver decided to do the flash mob, it was to Larry Perry, director of the then-Marshall Community & Technical College Culinary Arts program, that he turned for the chefs. Oliver’s crew then recruited Marshall students and others in the community as dancers to assist the chefs. According to Morgan Haddox, one of those dancers, each chef had three assistants to hand off the ingredients of the beef stir-fry dish during the dance.

Four weeks of rehearsal using a choreographed dance routine to DNC’s “Jungle Flames” culminated in one large rehearsal, Oliver included. Then they were ready. Equipment appeared as if by magic, nearly 300 students assembled, music blared – and the flash mob happened. Bystanders were awed, covering their mouths in surprise. But did it make the desired impact? According to Haddox, it’s hard to judge. It’s not a topic most students discuss. But, since it aired on ABC, a YouTube video of the event has been watched more than 75,000 times and has garnered raves by its viewers. If all of them got the message, Oliver is making his point.
The Week of Welcome is the brainchild of committees formed across campus, involving faculty and staff from various colleges and disciplines. Coupled with the changes to the orientation process, the Week of Welcome program aims to acclimate new students to the Marshall experience and improve retention rates, Stepp said.

“Improving our retention rates means that we will see more students being successful,” Stepp said. “That’s a mutual benefit for the students and the university.”

The orientation process, while separate from the Week of Welcome, is an integral part of welcoming incoming freshmen, Sabrina Simpson, assistant director of recruitment, said. Together with the freshman seminar course, freshman orientation serves the important purpose of transitioning students into college life.
Incoming freshmen at Marshall University have even more to look forward to with the university’s new orientation process.

with its expanded freedom and new demands.

While the freshman orientation serves important purposes, such as scheduling classes, obtaining student IDs and learning about financial aid and housing opportunities, those in charge of orientation hoped to expand its effect by offering a new overnight option, wherein students chose to stay the night in a residence hall where they interacted with other new students, met current student leaders and experienced college life.

Students who chose to participate in the new overnight option, called “Up Late at Marshall,” had the opportunity to attend a taping of Jamie LoFiego’s talk show *Up Late*, explore the new recreation center and spend the night in a residence hall. Parents were also invited to attend but provided for their own lodging off campus.

The Office of Recruitment at Marshall also created a Facebook group for Marshall’s Class of 2014, where students can join and interact with their classmates before they even arrive on campus in the fall.

“I foresee that interaction on this social networking site will lead to face-to-face interaction at New Student Orientation, Up Late and during Week of Welcome when students arrive in August,” Stepp said. “I do not believe that social networking has resulted in students...
“In order for freshmen to be successful, I think they need to feel a connection to Marshall University. All of these services are available to commuter students as well. They all need to feel a sense of community.”

– Sherri Stepp, University College interim director
becoming more reticent. In my experience working with students, I think they are as vocal and socially conscious as any other generation of students and perhaps even more.”

According to Stepp, what the former orientation program lacked were opportunities for students not only to get to know other freshmen, but also to talk with upperclassmen and become acquainted with campus and the community that surrounds it. The new program is designed to meet those needs.

Both the Week of Welcome and the freshman orientation have the underlying goal of establishing a connection between students and the university, Stepp said. This is often more than simply an academic connection, especially for those living on campus.

Introducing students to services and opportunities like tutoring and the writing center, or introducing them to their instructors, is an important component of becoming acquainted with life on campus. The benefits of involvement in student organizations also can help create a sense of community away from home.

“All of these services and opportunities are available to commuter students as well,” Stepp said. “They all need to feel a sense of community.”

Many students who attend orientation are still unsure of where they will end up in the fall, Simpson said. Showing those potential students around campus and talking to them about the school are efforts designed to help students decide if Marshall is the place for them.

“We ask each student who attends the program to evaluate it, and students are always telling us they can’t wait to start school here in the fall,” Simpson said.

Students cannot ignore the world outside their college grounds, but, as organizers of the Week of Welcome and freshman orientation at Marshall hope to prove, that doesn’t mean the sense of community on campus has to end as well.

“In order for freshmen to be successful,” Stepp said, “I think they need to feel a connection to Marshall University.”

Cory Jackson is a freelance writer and English major at Marshall University.
Bonita Lawrence

Dr. Bonita Lawrence, professor and associate chair of mathematics at Marshall, was recently named the 2009 Professor of the Year by the Faculty Merit Foundation of West Virginia.

If you attend a Marshall University open house, you will see on display a complicated-looking contraption with many interrelated gears and disks. If you are baffled by the machine, don’t worry; Dr. Bonita Lawrence, professor and associate chair of mathematics at Marshall, along with some of her students, will be nearby, ready to offer an explanation that is comprehensible to even those of us whose science and math education ended with that required introductory course. They will begin by telling you that the machine is a differential analyzer, and its nickname is Lizzie. It is the prototype of its larger brother, Art. Lizzie is used for traveling demonstrations of Lawrence’s differential analyzer project. You also don’t need to worry about being confused as the explanation progresses to the differential analyzer’s technical use, solving differential equations, because your instructor is one of the best. Lawrence was recently honored as the 2009 Professor of the Year by the Faculty Merit Foundation of West Virginia.

Lawrence’s journey to being honored as one of the state’s most outstanding faculty members began when she was chosen by her peers at Marshall to be awarded the 2009 Charles E. Hedrick Outstanding Faculty Award. The recipients of this award are nominated by Marshall’s provost, Dr. Gayle Ormiston, for the statewide Professor of the Year Award. The nominees are honored during a dinner at the Culture Center at the State Capitol complex. At the dinner, the university presidents give speeches, highlighting the accomplishments of the nominees from their schools, and the winner is announced. After listening to those speeches, Lawrence said she felt even more honored when she was announced the winner.

“When I listened to what all these other people had accomplished, I thought, ‘Any one of these people could win,’” she said. “The finalists who were there with me were fantastic.” Lawrence, who has been at Marshall since 2001, is the second professor from Marshall to win the award in the past three years. Dr. Montserrat Miller, associate professor of history, won it in 2007.

“It’s the ultimate recognition within the state to have the faculty member of the year be a member of your faculty,” Ormiston said. “It’s the quintessential recognition of a job well done and the excellence of teaching that we feature here at Marshall, and to have two winners in the past three years is very important.”

Ormiston said part of what makes Lawrence such an effective teacher is her enthusiasm for both the content she teaches and for her students.

“She is able to show students that they can be brought to the point of understanding very difficult concepts and working with very difficult ideas,” he said.

Dr. Bonita Lawrence, professor and associate chair of mathematics, has been at Marshall since 2001 and is known for her enthusiasm, both for her students and for the content she teaches.
“It’s the ultimate recognition within the state to have the faculty member of the year be a member of your faculty. It’s the quintessential recognition of a job well done.”

– Dr. Gayle Ormiston

“Some students are math phobic, and she shows them that is not a permanent state. Bonnie’s enthusiasm helps them break through that.”

Richard Merritt, leader of the differential analyzer team and Lawrence’s student, said that Lawrence simply will not give up on students until they understand.

“I like to think of Dr. Lawrence as the Socrates of the year 2010,” Merritt said. “Any time you ask a question, she’ll ask you two or three questions in return. She’ll answer it for you, but she kind of makes you answer it for yourself at the same time. She’s not just going to give it to you. There are books that can do that. Helping us find our own answers: that’s what we need teachers for.”

Lawrence said she was inspired by her high school math teacher. One of Lawrence’s high school classmates would frequently ask this teacher the often-heard question, “What will we ever need this for?” Lawrence said she remembers that this teacher always had an answer, and she believes that ability to link abstract mathematical concepts to something concrete is one hallmark of effective math instruction.

“You get to the point where math gets very spiritual, and you don’t have those practical uses for it, like balancing your checkbook, but there are still practical examples,” she said. “You want your students to be able to lift up and see the spiritual stuff, but if you can find a string that ties it all down to the ground, they feel more comfortable with that.”

The differential analyzer project is part of Lawrence’s quest to make mathematic concepts comprehensible and concrete. Lawrence was inspired to build a differential analyzer when she saw one on display in the London Science Museum. For several years, she worked closely
Dr. Lawrence’s differential analyzer team consists of both graduate and undergraduate students who contributed to the construction of Lizzie and Art. The two differential analyzers offer a hands-on way to explore mathematical concepts.

with a team of undergraduate and graduate students to construct Lizzie and Art, which are the only publicly accessible differential analyzers in the United States. The team was even able to develop a close relationship with Dr. Arthur Porter, who in the 1930s was the first person to build a differential analyzer in England and whom Lawrence described as the spirit of the project. Students from math, science and engineering classes at Marshall now use Art and Lizzie as a hands-on means of exploring mathematical concepts.

“It gives you something to touch and see, rather than just doing math problems on paper,” Merritt said.

Lawrence said she sees limitless possibilities for the differential analyzer project and envisions that it will continue to occupy her time not spent teaching for years. But being named West Virginia Professor of the Year has given her a new project.

“There are a lot of people here who are working hard and making a difference, and it sometimes seems to them that no one recognizes it,” she said. “I want to take the focus on me from winning this award and use it to shine attention on all these fantastic teachers we have at Marshall.”

Molly McClennen is a freelance writer living in Huntington.
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Senator Robert C. Byrd now is a Man for the Ages

Let History write bold and defining strokes celebrating his extraordinary life, a life of incalculable achievement, service to our great state and nation and guardian of the U.S. Constitution. Today, we have lost a true Son of Marshall, a true Son of West Virginia and a true Son of our great nation. He was a man of humble beginnings who rose through more than 50 years of public service to become one of the most accomplished and legendary statesmen our nation has known, and we all mourn his passing with very heavy hearts. Thank you, Senator Byrd.

Sen. Robert C. Byrd
1917-2010

Statement by Marshall University President Stephen J. Kopp, June 28, 2010
Photo by Rick Haye
A REMINDER FOR MARSHALL FANS:
be sure that the Marshall apparel and gear you acquire is approved by the Collegiate Licensing Company and Marshall University

Marshall University sports fans and other community members can be sure that the Marshall-themed products they buy are correct in every detail by checking to be sure their items have been produced by a vendor affiliated with the Collegiate Licensing Company (CLC). What’s more, part of the purchase price of each item sold will benefit Marshall’s students and programs.

The MU licensing program is designed to protect the use of the university’s name, logo and other emblems, says Mallory Jarrell, Marshall’s coordinator of marketing and branding. It’s her responsibility to provide the university’s approval for the multitude of items that make their way through the CLC licensing process before they’re offered for sale.

It’s a wide variety of items, too. Just this year, Jarrell worked with manufacturers to license items as diverse as furniture pieces to personalized glassware.

In addition, CLC works with licensees to label “official licensed products of Marshall University,” so that consumers can easily identify them. All approved products bearing any Marshall University symbol should be identified by a circular tag reading "Officially Licensed Collegiate Product."

The demand by university students, alumni and friends for products depicting a university trademark, logo or symbol has grown in the past several years, particularly since the Warner Bros. feature film, We Are Marshall, came out in 2006.

Jarrell says Marshall’s logo and all indicia, marks and symbols associated with the university are registered with the United States Office of Trademarks and Patents and the West Virginia Secretary of State’s Office. Use of these marks other than on institutional materials and publications is prohibited without prior authorization. All federal and state laws pertaining to trademark and patent infringement apply.

Photography by Rick Haye
A large wooden table stands in Dr. Joseph Touma’s medical office. The tabletop, an intricate design of hand-carved wood inlaid with mother of pearl, shines like a gem. Engraved into the wood are the words “excellence,” “progress,” “quality,” “persistence” and “compassion.” The table is a work of art that Touma designed and helped carve, and it embodies his philosophy of life.

“I believe we’re on earth for a certain length of time,” says Touma, “and wherever you live, you have to do your best with what time you have. We live in Huntington, and what is better to do and support and work to advance than Marshall?”

As an accomplished doctor and civic leader, Touma has been advancing Marshall since he arrived in Huntington 40 years ago. He has taught as a clinical professor, sat on various boards and committees and recently completed a two-year chairmanship of the MU Foundation. When he received a call from Gov. Manchin

Renowned doctor and businessman brings many years of experience to the university’s board

Dr. Joseph B. Touma

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inviting him to serve on the Board of Governors, he felt “extremely honored.”

“Because of Marshall, my wife and I came to Huntington, and it was the best thing we have done. So this is part of paying back.”

In 1966, Touma and his wife, Dr. Omayma Touma, moved from Damascus, Syria, to the United States to pursue medical residency training. He began in Detroit as a general surgeon and then worked as an otolaryngology (ear, nose and throat) specialist in Memphis, Tenn.

After completion of his residency, “it was by chance,” Touma says, that he and his wife settled in Huntington.

“We wanted to be in the eastern part of the United States, and we were looking for a college town with good hospitals, museums and cultural activities.”

The CEO of St. Mary’s Hospital, who knew the Toumas were in search of a place to call home, invited them to Huntington.

“It was great luck,” recalls Touma. “After visiting 15 places, we found Huntington, and we feel that we made a great choice.”

Touma’s life accomplishments read like a classic tale of the American dream: success earned through hard work, a zest for life and a generous spirit – a reflection of the words carved into his table. His medical practice, which opened in 1971, still flourishes today. Primarily a physician, Touma says he also likes to lecture and “invent a few things.”

“I believe a person may have more than one area of ability, and I don’t see anything wrong with exploring other areas. Life is too short.”

Some of Touma’s “other areas” include the restoration of several neglected buildings in downtown Huntington, a book he authored on the subject, a medical museum that includes the world’s largest collection of ear trumpets, the Touma Near Eastern Gallery at the Huntington Museum of Art, a host of civic activities that has garnered scores of awards and 15 cataloged and manufactured medical inventions. Recently, the Toumas gave a collection of Pilgrim Glass to the university.

Touma believes that higher education will play a major role in moving the country forward and that Marshall is “our hope” to building a healthy new economy.

“We were once a booming area at the forefront of the old economy: railroad, coal, steel. But the world is different now. It’s a new economy, and through Marshall, through higher education, we’re going to catch up with that transition.”

Impressed by the university’s commitment, vision and dedication, Touma says Marshall will continue to persevere and “keep moving forward.”

“Marshall is the heart and soul of our community. It’s absolutely a gem.”

Diane Wellman is a freelance writer living in Huntington. Find out more about her by visiting her website, http://www.dianewellman.com.
a message from Nancy E. Campbell  
Outgoing MUAA National President, Class of 1979

It's hard to believe that my term as MUAA President is over. These past few years have been amazing and I have loved every minute. I appreciate the opportunity that you, our members, have given me over the last three years. It was a leap to put your faith in me and the 500-plus miles that separate me from our Marshall home; for that I thank you all. The best part of this position is the chance to meet so many of our alumni. I love going to our MUAA events all over the country and having the opportunity to join with fellow alumni and talk Marshall. I have made many new friends and I look forward to keeping these friendships for a long time.

I want to thank the MUAA Board members who have worked so hard with me over these past years. We have carried our organization forward in many ways but most importantly, we created our own separate nonprofit entity and also moved into our new Erickson Alumni Center. I want to thank our board members for all of their hard work and efforts toward these two huge projects.

When I started on this journey three years ago, there were a lot of people who thought the tasks were impossible, but I had a secret that I knew would help. The secret is our staff. Tish Littlehales, Nancy Pelphrey and Jonathan Sutton. Without their tireless help and assistance, none of this would have worked. I want to say “thank you” for always making the extra effort.

I also would like to thank the Foundation Board and in particular Ron Area, CEO of the Marshall University Foundation. They have been supportive of the MUAA and we would not have made the two important projects of creating the new nonprofit entity and our move to the new Erickson Alumni Center without their support.

I cannot say goodbye without a special thank you to Dr. Stephen J. Kopp and his wife, Jane. They have become true friends over the years as we have shared each other's company at the many MUAA events around the country. I cannot tell you what it means to have a university president who not only talks about his support but backs that up with appearances at our functions. Dr. Kopp truly believes in the alumni of this university and has given his time to bring his message to us directly. Thank you both for your support but more importantly, your friendship.

I leave the MUAA in the very capable hands of Teddy Kluemper. I suspect Teddy is one of the youngest, if not the youngest, national president ever elected to lead our association. I see a bright future as the MUAA continues to move forward to meet the needs of our alumni. I will see you at the next MUAA event.

Nancy E. Campbell  
Outgoing MUAA National President, Class of 1979

a message from Teddy Kluemper III, M.A.  
Incoming MUAA National President, Class of 2005

During my time on campus as an undergraduate I tried to make the most of my college experience by "getting involved." Whether it was joining the Kappa Alpha Order Fraternity, holding an office in student government, participating in intramurals and clubs or watching the Herd play, I think I made the most of my time.

This past February I attended the grand opening of the Marshall Foundation Hall, which is home to the new Erickson Alumni Center. Prior to the ceremony someone asked me if I could pinpoint the one thing I remember most about my college experience; without reservation or hesitation, I responded “the friends I made, and the relationships that I forged!”

Over the last four years, my involvement with the Marshall University Alumni Association has not only allowed me to continue forming relationships and friendships with alumni from across the country, it has enabled me to stay connected and support the mission of the university.

This summer my involvement and commitment to the Marshall University Alumni Association will continue as I start a two-year term as the association’s president. It is a pleasure and a privilege to serve the MUAA, and I look forward to being part of all the great things that are to come.

One of my main goals as president will be to increase the “involvement” of more than 85,000 alumni around the country. It is my hope that once an alum can attend or participate in a sponsored event or function, he or she can relive their “college experience,” just like I have.

As summer turns to fall, the campus will be a busy place, and so will the MUAA. Look for events surrounding the football games against the Ohio State Buckeyes, West Virginia Mountaineers and the Ohio Bobcats, as well as the entire week leading up to the homecoming game against UTEP.

No, it will not be long before new coaches John “Doc” Holliday and Tom Herrion lead their respective teams into action. The women’s basketball team, men’s and women’s golf, soccer, tennis and the swimming and diving teams will be competing as well.

So, as you make your way back to the Huntington campus, I invite you to stop by our new home at One John Marshall Drive and take that first step of “getting involved” with the MUAA.
This year the Herd hopes to conquer UTEP in a Homecoming victory on October 30, 2010, at 3:00 p.m. at Joan C. Edwards Stadium. Following are some exciting events occurring during Homecoming week. There is something for everyone!

This will also be Parents and Family Weekend, Black Alumni Association activities as well as the MU School of Medicine Homecoming.

MUAA Events:
Monday, October 25
All offices are invited to decorate their offices with the theme of Homecoming

Wednesday, October 27
5:30 p.m. - MIIR Lecture Series continues with a cocktail reception at the Marshall University Foundation Hall followed by the seminar at 6:30 p.m.

Thursday, October 28
Office decorations will be judged

Friday, October 29
7:00 a.m.-10:00 a.m. - Coaches Spiritfest Continental Breakfast

(continued on page 42)
Immediately following the Coaches Breakfast, the Marshall University Foundation/Erickson Alumni Center will conduct a brief ceremony as we place a time capsule into a vault, celebrating the inaugural year of our new home. Memorabilia will be placed in the time capsule not to be opened until Homecoming 2060.

7:00 p.m.-9:00 p.m. - Champagne reception. MUAA and Marshall Black Alumni Association will be holding a Champagne Reception at the Marshall University Foundation Hall, Home of the Erickson Alumni Center.

7:30 p.m. Homecoming concert – featuring Miranda Lambert and Eric Church at the Big Sandy Superstore Arena

Tickets go on sale to the general public on Friday, Aug. 27, at 10:00 a.m., and will be available at the arena box office, all Ticketmaster locations and online at www.ticketmaster.com.

Charge by phone at (800) 745-3000.

Marshall University alumni and students may purchase best available tickets, with exception of the Pit (general admission-standing) area for a discounted ticket price, while supplies last.

The MUAA has negotiated a discounted rate for MU alumni. You may contact the Alumni Relations office to order discounted tickets, and Marshall University students may purchase discounted tickets at the Big Sandy Superstore Arena box office. There will be a limit of 4 tickets per purchase for the student and alumni tickets and a current Marshall University student I.D. or alumni card must be presented at the time of purchase. There are a limited number of discounted tickets available so alumni and students should purchase early!

Saturday, October 30
8:00 a.m. - Alumni Run, for more information contact the Marshall Recreation Center at 304-696-4652
11:00 a.m. - Homecoming parade sponsored by SGA
1:00 p.m. - MUAA Homecoming Tailgate Blast
3:00 p.m. - Kickoff

Other related activities:

Parents and Family Weekend
Saturday, October 30
9:00 a.m. - Breakfast for parents and students
11:00 a.m. - Homecoming parade
1:00 p.m.-2:45 p.m. - Tailgate party
3:00 p.m. - Homecoming game

Black Alumni Association, Inc.
Friday, October 29
7:00 p.m.-9:00 p.m. - Champagne reception in the new Erickson Alumni Center in support of the Nate Ruffin Initiative.
10:00 p.m. - Old School Comedy Show in the Multipurpose Room of the Memorial Student Center.

Saturday, October 30
10:00 a.m. - Black Alumni will host its annual business meeting in the new EAC
1:00 p.m. - Joint tailgate with the Alumni Association
3:00 p.m. - Kickoff of Homecoming Game
9:00 p.m.-1:00 a.m. - Masquerade dance in the Don Morris Room of the Memorial Student Center

Sunday, October 31
9:00 a.m. - Prayer breakfast in the Campus Christian Center

Book Signing
Saturday, October 30
12:00 p.m.-2:00 p.m. - Bob Barnett, a retired professor of 35 years in the School of Kinesology, will sign his new book from noon to 2:00 at the Marshall University Bookstore.

The book, Growing Up in the Last Small Town: A West Virginia Memoir (Jesse Stuart Foundation, $15), is a humorous account of Bob, a poor student and undersized athlete, coming of age in Newell, W. Va., in the 1950s.

7:00 p.m. - Student Government is hosting its annual Step Show at the Keith-Albee Performing Arts Center.
Submit a Nomination for our 2011 Alumni Awards
Deadline is November 1, 2010

The Alumni Association proudly recognizes achievements of distinguished alumni, friends and students by presenting awards at its annual Alumni Weekend Banquet. Past honorees have included outstanding educators, successful business people, prominent scientists, sports and entertainment personalities and ordinary people with extraordinary devotion to Marshall.

The Awards Committee makes its decision based on nominations received on or before November 1, 2010. Nominations received after that date will be considered for 2012.

CATEGORIES:

**Distinguished Alumnus/Alumna** — Given to Marshall alumni for outstanding national achievements in their particular field of endeavor.

**Alumnus/Alumna Community Achievement** — Given to alumni for success in their particular field of endeavor and personal contribution to their respective communities. (A Marshall alumnus/alumna is any former student who has received academic credit at Marshall University and whose class has graduated).

**Distinguished Service** — Given for loyal and unselfish service to Marshall. This award is NOT limited to Marshall alumni.

**The Young Alumni Award** — Presented to an alum who is 35 years old or younger; an active member of the Alumni Association; shows outstanding achievement in their field of endeavor; has a personal commitment to his or her community; and demonstrates service to the Marshall University and its students. This award is not open to members of the MUAA board.

**The Dr. Carolyn B. Hunter Faculty Service Award** — Established to recognize contributions and to provide incentives for continued service from faculty to the community, the university and students in their respective fields.

For a list of past award winners or to submit the name of an individual you believe is qualified as a nominee for one of the awards, go to [www.marshall.edu/alumni/nominate.asp](http://www.marshall.edu/alumni/nominate.asp). The nomination form must be received in our office by the above date. The Awards Committee will review the qualifications of nominees and select the recipients.

Award winners will be asked to submit a number of photos for a video presentation during the Awards Banquet. Please make sure the nominee would be willing to submit these photos within two weeks after notification of having won the award. He/she must be able to attend the Alumni Awards Banquet, date to be announced.

Please include the following to support your nomination in order to provide the selection committee with as much information as possible.

- An explanation of how your candidate fulfills the criteria for the award category for which he/she has been nominated;
- The nominees’ vita/résumé, including career highlights, volunteerism, honors and awards, community service, professional organizations, publications, etc.;
- Letters of nomination detailing personal knowledge of the candidate and his/her personal and professional achievements; and
- Other supporting documentation, such as copies of magazine and newspaper articles.

I hereby nominate the following person for ________________________________________________________________

Name_____________________________________________________________________________________________
Address___________________________________________________________________________________________
Phone_________________________ Business/Occupation____________________________________
E-mail _____________________________________________________________________________________________
My name___________________________________________________________________________________________
My address_________________________________________________________________________________________
My phone__________________________________________________________________________________________
My e-mail__________________________________________________________________________________________

Please send with the above documentation to:
Alumni Awards Nominations
Marshall University Alumni Association
One John Marshall Drive
Huntington, WV 25755-6200
Alumni Weekend

“Old Friends... New Beginnings”

(1) Judith Yancy (left) and Nancy Campbell at the 2010 Class Luncheon on Saturday. (2) Shelba Pew ('36), Distinguished Service to Marshall Award winner, and Kristi Arrowood, MU Foundation staff member, at the President’s Social prior to the alumni banquet Saturday night. (3) Frances Case ('75) and Jim Case ('73) at the alumni banquet on Saturday night. (4) Dr. Linda Spatig (second from left), winner of this year’s Carolyn B. Hunter Distinguished Faculty Award, at the alumni banquet, with her husband, Dr. Martin Amerikaner (left); and (from left) LeAnne Olsen; Dr. Teresa Eagle, dean of the Graduate School of Education and Professional Development; and Dr. Lisa Beck (Ed.D. '09). Opposite page: (1) Alumni enjoying a glass of champagne at the Champagne Reception Friday evening. (2) Rebecca Randolph, assistant vice president for development, gets ready to greet alumni at the new Erickson Alumni Center in Marshall University Foundation Hall. (3) Members of the Class of 1960 at the Alumni Weekend Luncheon. (4) 2010 Award winners following the 73rd Annual Alumni Awards Banquet. Back row, from left, David Kushmer; Justin Blankenship (BA '00), Young Alumni Award; Lee Smith, Cam Henderson Scholarship Award; Dr. Gregory Hall, Distinguished Alumni Award; Dr. Thomas Scott, Distinguished Education and Human Service Award; Tiney M. McComb ('63), Community Achievement Award. Front row, from left, Kelsey Waybright; Falte Ahaqhotu; Dr. Linda Spatig; Carolyn B. Hunter Distinguished, Faculty Service Award; and Victoria Smith, accepting the Distinguished Service to Marshall Award on behalf of her late sister, Janis Winkfield.
2010
April 23 & 24

Old Friends...
New Beginnings
Help spread Marshall’s name along the highways and byways of your state and across the nation!

In addition to our Marshall license plates for the state of West Virginia, we have plates available in Virginia, Pennsylvania and Maryland.

In West Virginia, the price of the plate ranges tentatively from $50.50 to $75 (and renewal at $45 annually) depending on when your current license plate expires. The plate numbers range from 1001 to 9999.

In Maryland and Pennsylvania, plate numbers are issued consecutively beginning with 0001.

Pennsylvania plates cost $54.50, while Maryland plates cost $55.

We are pleased to announce that $30 of the initial amount is a 100-percent tax-deductible donation that will be used to fund programs sponsored by the Marshall University Alumni Association.

To request an application and select your number for West Virginia, Pennsylvania or Maryland, call Jonathan Sutton at (304) 696-2901 or (800) 682-5869, or send an e-mail with your name and complete mailing address to sutton11@marshall.edu.

In Virginia, check with your local DMV office for more information and pricing.

The Marshall GO HERD plate issued by the West Virginia DMV (see photo) may be purchased through the Office of Alumni Relations. The cost of the plate is $25.

Students and faculty of Marshall University now use the new Marshall Recreation Center located on the corner of Fifth Avenue and 20th Street. Did you know the first recreational center on the Huntington campus was called “The Greenhouse?” The Greenhouse was located in the basement of the cafeteria between Laidley and Hodges halls.

According to the 1950 Chief Justice yearbook, students could find a variety of activities, such as ping pong, cards, checkers or dancing, or see a movie for $0.10. Many intramural tournaments were held in the Greenhouse.

The Greenhouse Association was composed of representatives from nine campus organizations. These students worked with the director to establish and maintain the program of the recreational center, which was designed to serve the students.
Send Us Your Pictures!

Marshall University Alumni Association wants photos of YOU to feature on our new website! Send us pictures of yourself, family and friends at club events and MUAA events, wearing Marshall gear, or at gatherings and tailgates.

We will post these photos on our new online community! Be sure to sign up and see if you’re a featured alum or friend!

My Herd Network
Marshall University Alumni Association’s NEW Online Community!

Marshall University Alumni Association is proud to announce My Herd Network, our new alumni online community available exclusively to alumni. My Herd Network allows you to stay connected with your alma mater and each other. When you log in, you’ll be able to:

- search for and contact your friends and classmates;
- download a registration form for events such as Homecoming 2010;
- post class notes;
- share photos; and
- Join practice area and other special networking groups.

For security purposes, all alumni must register on www.herdalum.com, even if they were registered in the previous alumni online community.

To get started, go to www.herdalum.com and click on “Register Now” located on the top left corner of your screen. Then, follow these three easy steps:

1. Enter your last name and first name. Click FIND.
2. Select your name from the list shown. Click NEXT.
3. Enter your banner ID number. Hit VERIFY.

You will then be prompted to create a username and password. When you return to Herd Alumni Connections, click “log in” at the top of your screen.

If you have any problems logging in or any questions regarding the community, please email us at alumni@marshall.edu or call us at 304-696-2633.

Enjoy!

Marshall University Alumni Association

Marketplace and Affinity Partners

By supporting our Marketplace and Affinity Partners, you will help generate additional revenue to support the programming and operations of the Marshall University Alumni Association. For more information and how to apply, please visit http://www.marshall.edu/alumni/marketplace.asp.

Bank of America
The Bank of America® Credit Card with WorldPoints® Rewards

The WorldPoints® card is the only credit card that supports Marshall University and earns points towards cash back, air travel, merchandise and more - all with no annual fee and a low annual percentage rate! Learn more or apply online today for the Marshall University WorldPoints™ Platinum Plus® MasterCard® Credit Card.

Liberty Mutual Insurance
The nation’s eighth-largest auto and home insurer makes more than 90,000 Marshall alumni instantly eligible to receive an additional discount – up to 15 percent on auto and 5 percent on homeowners insurance. Discounts are available where state law and regulations allow and may vary by state. Check with your local Liberty Mutual agent.

GradMed short-term health insurance
GradMed short-term health insurance can protect you during those critical weeks or months until you have arranged for coverage through a new employer or other sources – from 30 to 180 days. http://www.gradmed.com.

United Van Lines
http://www.marshallrelocation.com

By presenting your active Alumni Association membership card to these businesses, you will receive a discount as noted by each participant. These offers are designed to bring added value to your membership in the Alumni Association and to thank you for your support.

The Marshall Hall of Fame Café at 857 Third Avenue in Huntington offers a 15-percent discount on food, drinks (excluding alcoholic beverages) and merchandise at the Café Gift Shop.

Stadium Bookstore, 1949 Fifth Avenue, offers alumni a 15-percent discount on purchases (excluding books).

Please keep checking the Alumni Association website for additional affinity programs and benefits of being an active member.
Visit www.marshall.edu/alumni for the latest in alumni news.
Marshall football fans have something to point to with pride this season as the university's promotional poster was recognized by The Bleacher Report as #9 in the nation. Even better, the Marshall poster edged out WVU which was selected #10 in the nation. Maybe this is a harbinger of things to come in the ongoing football rivalry. Ninety Division I schools participated in the contest.

The poster was a collaboration between Frank Giardina, Marshall's Associate Athletic Director for External Affairs, and Bulldog Creative Services, an advertising agency out of Huntington, W.Va.

“It is nice to see that the Marshall poster received a top ten national rating and to see Marshall in a positive light,” Giardina noted. “At Marshall, we have to be creative in everything we do. And it is a team marketing concept. We have had very talented people on the Marshall athletics staff in the past in marketing with individuals such as Isaiah Childers, Charlie Hagley, Brian Citti and others. And, we receive terrific creative support from agencies such as Bulldog Creative. It is a group effort to brand our program in every way. This year’s poster is a good way to portray this new era of Marshall football.”
College Bowl
(continued from page 52)

The Marshall College Bowl 30-year Reunion will take place Saturday, Oct. 9, starting at 10 a.m. in the Multipurpose Room (BE5) of the Memorial Student Center.

Accommodations are available through the Pullman Plaza Hotel, 1001 3rd Ave., Huntington, W.Va. 25701 (phone 304-525-1001).

Dinner that evening (attendee responsible) at 6 p.m. at the Marshall Hall of Fame Café, 857 3rd Ave., Huntington, W.Va.
The glare from the hot stage lights heightened the anxiety that permeated the Old Main auditorium. From my seat on the stage I could barely make out the capacity crowd seated to watch the unfolding competition, where I and my teammates were taking on scholars from Princeton University in “the varsity sport of the mind” – College Bowl. It was the quarter-final round of the National Championship Tournament being hosted at Marshall University!

Popularized in the early 1960s, the academic contest known as College Bowl was a competition that pitted against one another two teams of four students representing their universities. More than mere trivia, the eclectic questions ranged in point value and spanned the curricula offered at any higher learning institution. Asked to solve not only computations and problems in logic, participants were also queried about the sciences, art and music, history, civics, world literature and language arts. Anything was “fair game” in College Bowl!

Revitalized on Marshall’s campus in 1977, the Office of Student Affairs had that year decided to sponsor an intramural tournament. Teams representing all facets of student life participated, including fraternities and sororities, varsity athletes, students from the same academic college, and simply groups of friends trying the experience. At the conclusion of that competition, a team of five was chosen to represent the university in the upcoming state and U.S. regional tournaments. In early 1978, Marshall finished second at the state tournament and third in the regional tournament held in Pennsylvania.

Recognizing our promise, Student Affairs allotted us a budget for the upcoming academic year. The team, now at twelve members, would congregate daily in the Memorial Student Center to practice. Occasionally to help us practice, faculty members from the different departments on campus would even agree to form teams and play against us. By the fall of 1978 we were competing against many schools in our region, and in early 1979 we won both the state tournament and the regional tournament, defeating both Penn State University and the University of Pittsburgh along the way! The regional victory brought with it a berth to the national tournament in Miami, Fla., in which we would finish in the top half of the twelve-team field!

In the fall of 1979, we again “hit the road” to tournaments held on college campuses throughout the eastern part of the country. Traveling in two green mini-vans, we would often leave Huntington after classes, drive deep into the night and compete the next morning. Traveling many hours in close quarters, eating at drive-in restaurants and surviving on a “shoestring budget” we unknowingly formed some of our strongest bonds. During that year we would compete against such prestigious institutions as Emory, Oberlin, and the University of Chicago while traveling to tournaments in Atlanta, Washington, D.C., and Pittsburgh. In the fall of 1980, in a tournament held in St. Louis and broadcast on CBS radio, we would again win a berth to the national tournament; a competition to be hosted by Marshall University!

It was now March 1981, and after nearly four years, dozens of tournaments, hundreds of matches, and thousands of travel miles, our squad sat poised to take on the team from Princeton, a team that had been cruising through the tournament. So how could four students from Appalachia hope to compete against one of the Ivy League’s elite? Our coaches, Dr. Robert Mutchnick from the Department of Criminal Justice and Dr. George Englemann from the Department of Geology, encouraged us to be aggressive and put Princeton on the defensive. When the match began Marshall quickly jumped out to a 100-point lead and the Ivy Leaguers never challenged! Marshall

(continued on page 51)
We proudly introduce Jin Zhang, president of Permco China (center), and key members of his management.

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